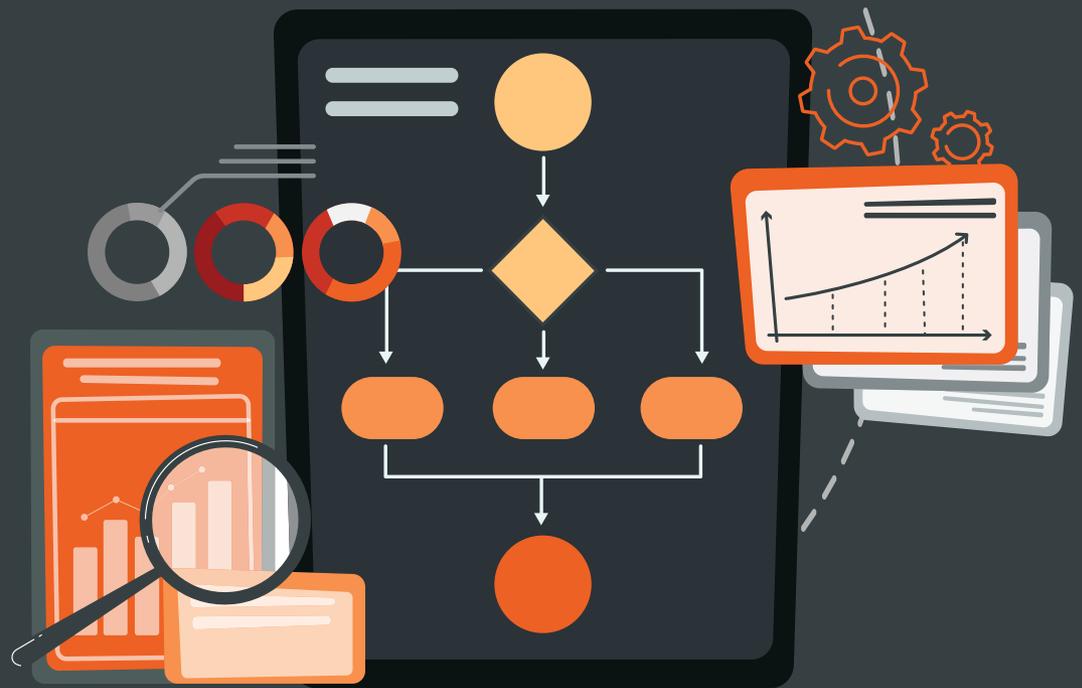


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# Intelligent workflow guide:

How enterprise content management  
transforms your insurance workflows





# The 3 basic components of a workflow:

The term workflow denotes the process of automating redundant processes, streamlining daily tasks, and communicating more easily through a unified platform.

1

## Predefined steps:

These steps are the prerequisites that make up the framework of a workflow. They provide clarity on what happens at each stage of the workflow until the endpoint. Steps may be manual or automated based on different workflows, and they can be linear, branched, or a mixture of both.

2

## Stakeholders:

Stakeholders are responsible for carrying out specific tasks in the workflow. An efficient workflow will often automatically assign stakeholders either to each step of the workflow, a group of steps, or the whole workflow.

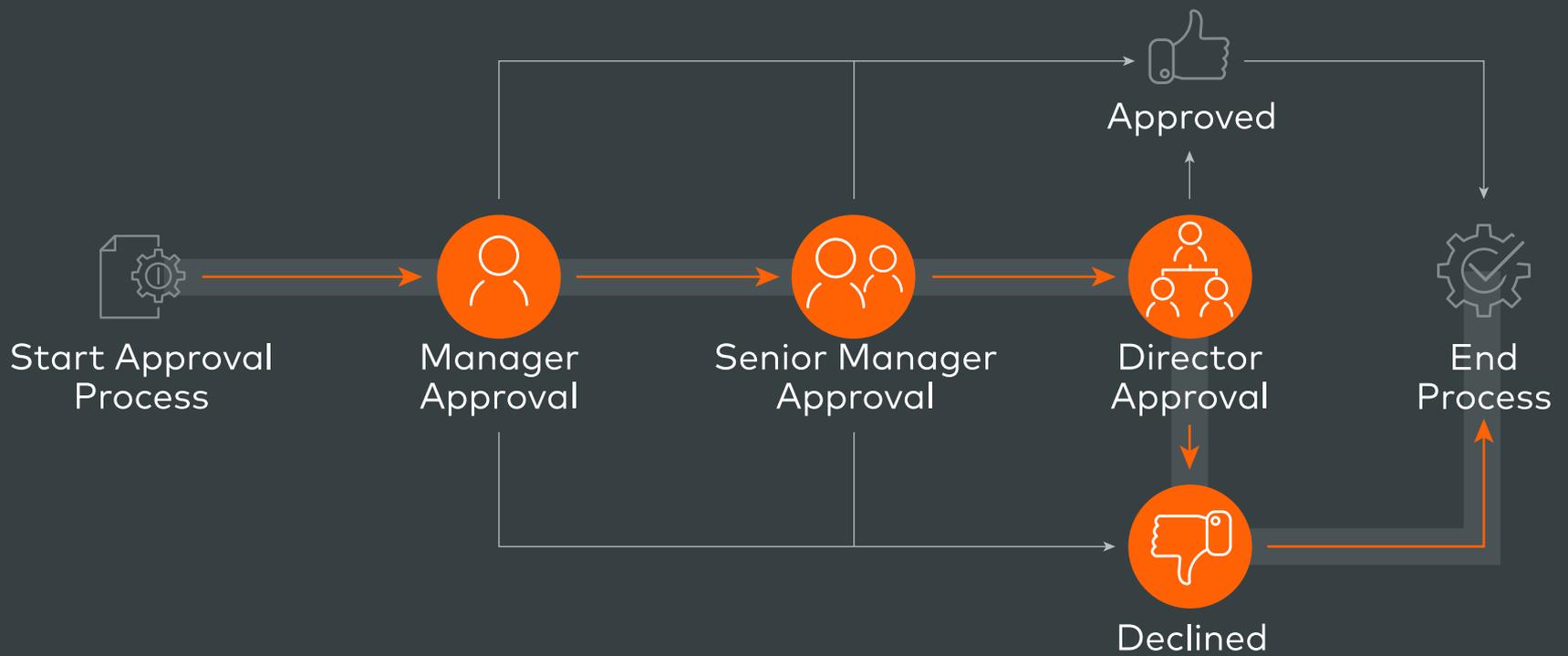
3

## Conditions:

Conditions are rules for the workflow; they determine when a particular step is complete and what the next step should be. Conditions are most useful for branching workflows and managing expectations within them based on if a specific piece of information is present or omitted. For example, if a certain element is present, the task must route to underwriting for an extra five steps before it can move on. However, if the certain element is not present, stakeholders can automatically approve that task and send to the next step.



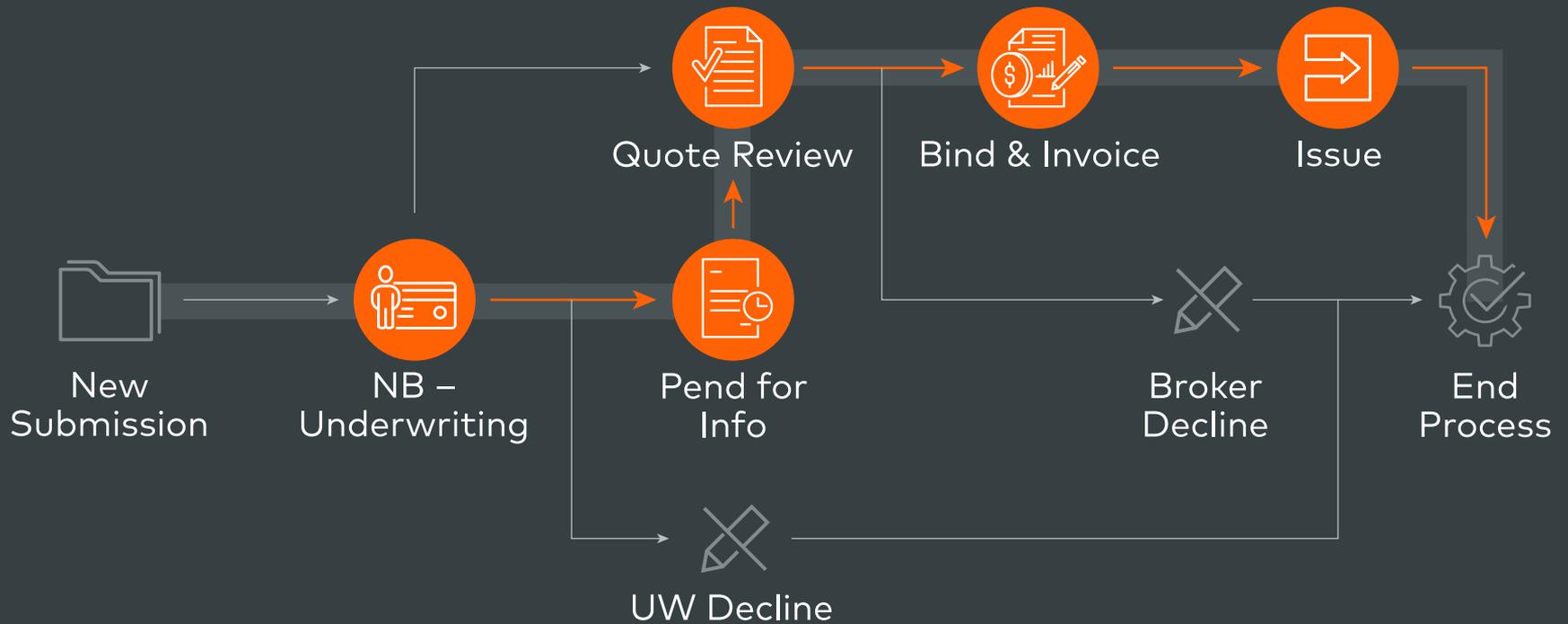
## Example of simple workflow:



In a typical, simple workflow, tasks must undergo manual approval processes and can often take more time than needed to cross the finish line. Without any standardized processes, stakeholders each have different methods of completing work or approvals, so there are no best practices. And if someone disapproves a task? It's back to square one. Typically, this process can take up to 15 days with any given project, according to [IBM's Dominique Dubois](#).



## Example of an intelligent workflow:



In an intelligent workflow, things are much simpler, despite having more moving parts. Automation assigns tasks and requires approval without manual routing, and stakeholders can access documents electronically instead of manually. Instead of every stakeholder having their own way of doing things, standardization establishes one best practice for each task, simplifying the process and ensuring every step is consistent. [IBM's Dubois](#) reveals that miraculously, intelligent workflows can cut this time down to only 5 minutes.



**Here's a more in-depth look at the differences between simple workflows and intelligent workflows.**



# What are your processes today?

We see a lot of organizations both before and after the implementation of an intelligent workflow solution and each story is often similar.



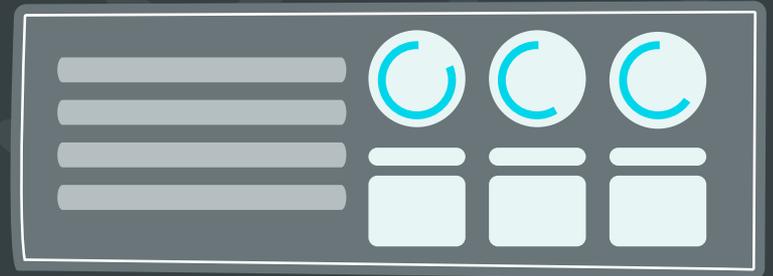
## Do these problems sound familiar to you?

- I don't know who is working on what at any given time.
- My employees spend too much time searching for documents or waiting on others to complete tasks.
- Manual work increases my company's chances of E&O exposure.
- My employees don't have enough time to build rapport with my customers.
- Everyone has their own way of working, making onboarding and PTO coverage difficult to navigate.
- My employees often lose work and spend hours trying to retrieve email and physical paper documents.
- I don't have an easy way of reporting on my processes.



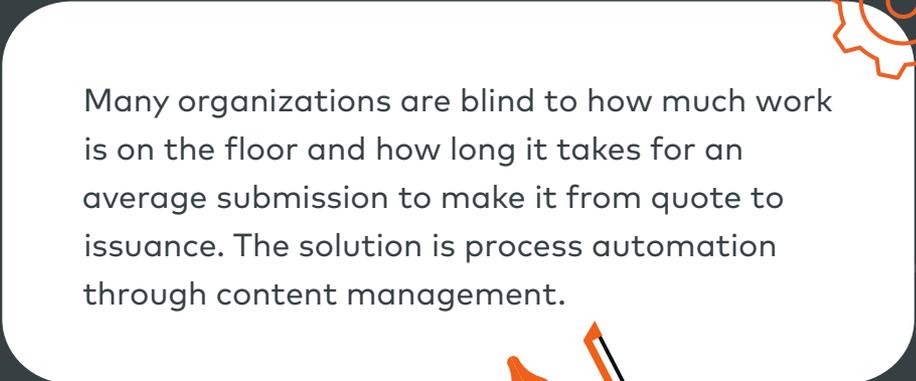
# How can your processes improve with intelligent workflows?

- Identify bottlenecks and inefficiencies in employee workload.
- Automatically assign and route work to the appropriate person.
- Reduce E&O with automation and lack of manual tasks, while simultaneously giving room for employees to build relationships with customers.
- Onboard employees more easily with best practices to get them up to speed, even when covering PTO.
- Manage work and documents electronically for ease of access.
- Take advantage of backend automation to send system-generated notifications and other alerts.
- Gain management insights into SLAs.



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# How can you improve your workflows?



Many organizations are blind to how much work is on the floor and how long it takes for an average submission to make it from quote to issuance. The solution is process automation through content management.

## Process automation

Today, like the sections of an orchestra playing a symphony together, insurers have many different departments all trying to collaborate to accomplish an objective. Without a content management system to orchestrate those processes, the result often sees bottlenecks, content siloes, and ultimately an inefficient workforce.



## Enterprise content management and workflow



Understanding your processes is key to staying ahead of ever-changing customer expectations. Enterprise content management helps you gain insight into the work on the floor and allows you to see where your organizational shortcomings are. It can reduce your overall operational footprint and help you become more agile by easing the burden on your IT and operational teams and by increasing collaboration between departments.

Through process automation and streamlined workflows, content management transforms your desperate systems into a thriving ecosystem. That means your staff doesn't have to spend hours searching for documents through different applications. No more repetitive manual data entry bogging down your employees and their work.



# Why invest in intelligent workflow?

Vertafore has over 50 years of experience in the insurance industry. We understand that insurance providers are the “second responders” to any incident. We also understand that to help others, you need reliable solutions to respond more quickly and knowledgeably. Intelligent workflows and enterprise content management systems are here to help.



Don't just take it from us. Industry experts agree on the power of intelligent workflow and content management.

AllM's ebook, *Implementing a Digital Workplace Strategy*, reports that **75%** of organizations say getting the right work to the right people in context is a top concern.

“Content management returns **\$8.55** per dollar spent”

- [Nucleus Research](#), *New ROI research: For SMBs, content management returns \$8.55 per dollar spent*



McKinsey found **2** out of **3** survey respondents say their companies experienced improvements in quality control, customer satisfaction, and employee experience, in addition to reduced operating expenses.

- [McKinsey](#), *Your questions about automation answered*  
July 2022 Survey

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[Coveo](#) found that the average employee spends **3.6** hours daily searching for information — an increase of one hour more from last year's report.

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By applying intelligent automation, insurance companies can reduce by up to **70%** the amount of manual document handling in the submissions process.

- [Indico Data](#), *How to automate the insurance submissions intake process and drive new premium growth*

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[Cadence Group](#) also reported that there are over **14,000** federal, state and industry laws, standards and regulations that dictate how long to keep paper and electronic records, and they are constantly changing. Content management makes keeping up with these updating regulations a breeze.



An insurance-centric intelligent workflow solution can streamline and automate processes in your business that a regular workflow could never. And if you're looking for a solution that can keep up with the competition, an intelligent workflow is just the thing. Workflow optimization adds value to your organization by lowering operational expenses with enhanced business efficiency, saving your employees time, increasing their productivity, and reducing operational risks.

**Interested in learning more about what an intelligent enterprise content management solution can do for your business?  
Check out our data sheet.**



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